Candy Bar Gazebo

Issue 23, Summer, 1989 A Treat To Read

THE CONTINUING SIFERS SAGA

In 1903, Samuel Sifers started a candy company in Iola, Kansas. His son, Harry, soon joined him and together they made bulk penny candy. In 1916 Harry Sifers and his wife moved to Kansas City and started their own candy company. They made, among other things, such candy bars as Ozark Ridge, Subway Sadie, Rough Neck, Jersey Cow, Snow Cup, KC Bar, and Old King Tut. The Old King Tut bar came out shortly after Harold Carter uncovered the Valley of the Kings in Egypt in 1922. Since King Tutankhamen was in the news, Sifers thought the name, Old King Tut, for a candy bar, was a goody.
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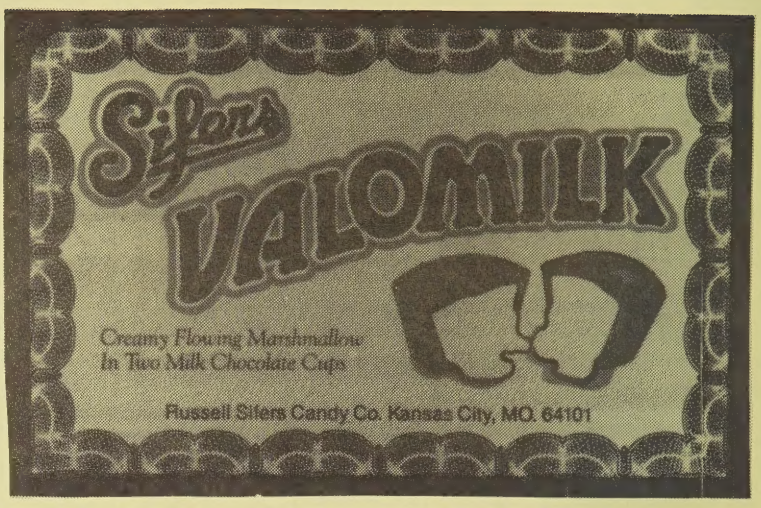
The legend of the Original Sifers Valomilk candy cup begins when it was invented by accident in 1931.

Now in those days vanilla had a large amount of alcohol content, and candy makers were known to take a few snorts now and then. One day a candy maker named Tommy got a little carried away while cooking marshmallow and ruined a batch. Instead of the marshmallow setting up after cooling, it remained runny.



The New Valomilk Candy Cup

Harry Sifers, always looking for new ideas, dipped scoops of the runny marshmallow into chocolate cups. It was messy, but delicious! Harry thought this new creation would sell, so he asked Tommy to make some more "bad" marshmallow, but Tommy could not remember how. After many test batches (and much vanilla for Tommy), the recipe was "found," and the making of Valomilks began. The name Valomilk Dip came from: V for real vanilla; ALO from marshmallow; MILK to describe it as creamy; and DIPS, because it was hand dipped. The name for "The Original Flowing Center Candy Cup" was later shortened to just plain Valomilk.

The Original Valomilk Dips

In 1970, the Sifers Candy Company was sold to the Hoffman Candy Company of Los Angeles. Russell Sifers, a grandson of Harry, ran the company in Kansas City for Hoffman until 1981. And when Hoffman gave up the operation that year Russell went into other work. Then in 1985 a Chocolate Show took place in Kansas City. And as part of that show, Ray Broekel appeared on the Kansas City radio talk show,

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"Dining with Bobbie, and talk got around to the old Kansas City favorite, Valomilk Dips bar. Lots of folks called in asking about it. And in the same year, Russell Sifers acquired the original equipment and started putting it back together.

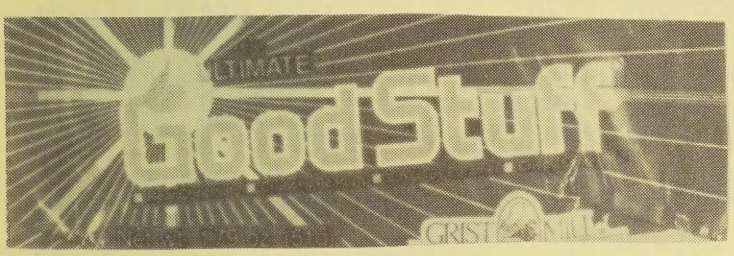
So, today the fourth and fifth generations of the Sifers family are making Valomilks by hand, in the original copper kettles. The original 1931 recipe is back. And Russell Sifers writes, "Valomilks are selling great. We have just about covered all of Kansas and now we are moving into Missouri, Iowa, Nebraska, and soon into Oklahoma and Arkansas!"

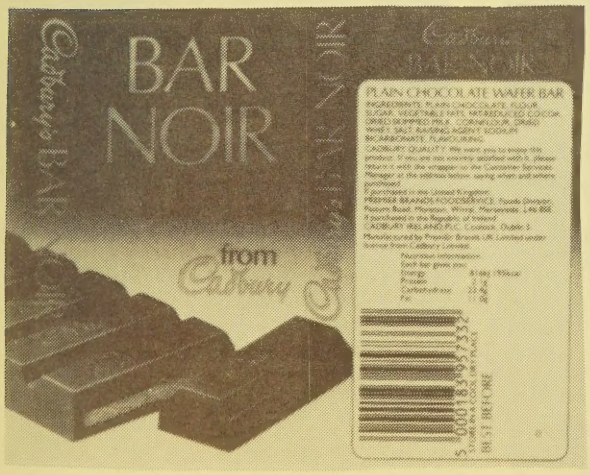
It's just the beginning of a great success story. Long live Valomilk!

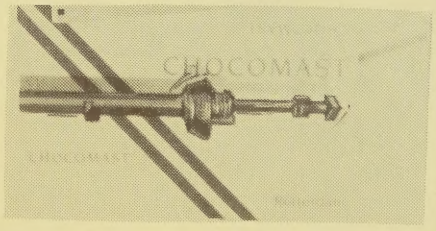
LETTERS AND SUCH

Jack M. Bacon, Jr., Wayzata, Minnesota, sent along the wrapper from a The Ultimate Good Stuff candy bar put out by Grist Mill Company of Lakeville Minnesota. Jack said it was a tasty bar.

Harry Levene, London, England, sent along numerous new wrappers. The new Spira (Cadbury) bar has two twists of dairy milk chocolate, and is quite good - available in England. The Cadbury Bar Noir is also new, a chocolate wafer bar. Chocomast is new from Holland. Harry says this is the best chocolat3 he's tasted from Holland. (continued next page)







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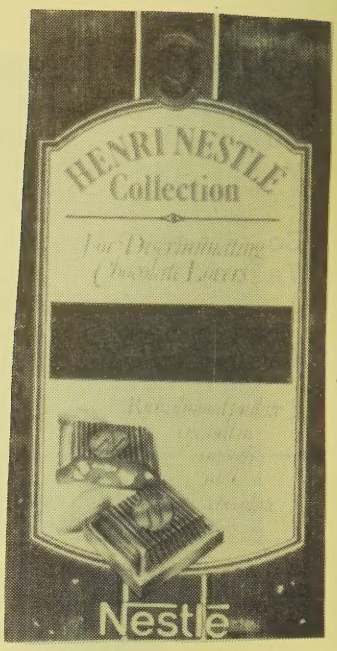

The French Henri Nestle bar is very good according to Harry's taste. It is a popular seller in England. From Nestle of Brazil there's the new Kri bar.

Winnie Houston, East Sandwich, Massachusetts, writes that her favorite candy bar as a youngster was the Tastyeast bar. (Editor's note - that was perhaps my least favorite bar of all time). So what does that prove? Tastes are different!

Betty White, Granada Hills, California, actress and one of the stars of TV's Golden Girls, sent along the enclosed photo. The mystery question is,"What candy bar has she just ingested?

Malcolm Blue, Purchase, New York, Peter's Chocolate Division of Nestle, sent along Peter's 1989 calendar. This handsome print job contains great illustrations as well as recipes.

Elizabeth Trimble, Necco, Cambridge, Massachusetts, wrote that NECCO held the Rolo license for 25 years in the United States (1946-1971) in conjunction with Mackintosh of Britain. When Rowntree purchased Mackintosh in 1971, the license was transferred to Hershey in the U.S. NECCO continued to manufacture the Rolo product for Hershey through 1972.

Harry D. Tracey, New Haven, Indiana, has Reggie! candy bar wrappers for sale.

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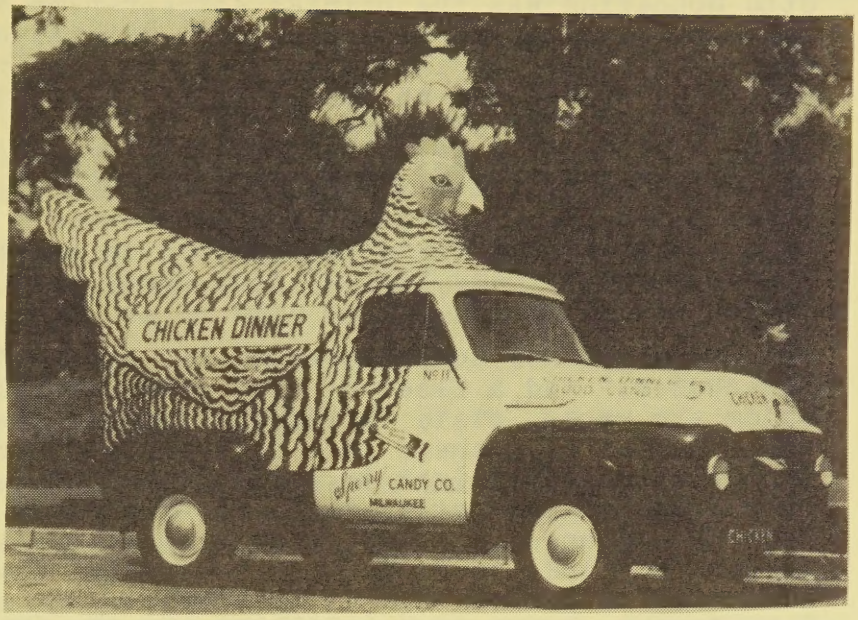

Richard Keck, Oconomowoc, Wisconsin, sent along a large picture postcard of one of the many Chicken Dinner Candy Bar trucks that were a part of the Sperry Candy Company's promotions for that candy bar back in the 1920s-1940s. Dick's father handled advertising for Sperry. Dick also has the original model for the truck that was constructed out of modelling clay, the top of a milk glass chicken dish, and a Tonka Toy truck body.

Tom Aylesworth, Stamford, Connecticut, writes that he remembers fondly the Hershey Tropical Chocolate Bars he had in Japan during the last war. Tom says he had to break the bars with a hammer, as they melted very very slowly in the mouth - but he liked the taste, contrarywise to much of the other military personnel. Tom was lucky as they saved the bars for him!

Charles Jacobs, Kenton, Ohio, is a collector of lighter-than-air items. He's looking for any old candy bar wrappers pertaining to dirigibles, balloons, zeppelins, etc. Anyone out there who can help?

William Eiling, Kimberly, Wisconsin, sent along a very nice letter with some facts about the old Wachel Candy Company that used to be located in Kaukauna, Wisconsin. An article about Wachel will appear in a future issue.

Mike Papariello, Winooski, Vermont, has the following for sale: 1 Snickers box from 1958; 1 Almond Joy box; 1 box of Welch's Coco-Melo, complete with candy bars still in the wrapper! He's open to offers.

Stanislav Kramsky, Prague, Czechoslovakia, says that late last year Suchard of Switzerland introduced a new design for its Milka bar in Germany. New wrappers are also being used in Austria and France. And they are being introduced to all other countries in which Suchard has factories making Milka products.

SOME SCHNERING SHORT STORIES

Otto Schnering was the premier entrepreneur in the candy business. When the Baby Ruth bar first appeared it was one of around 200 nut rolls on the marketplace. So it was apparent to Schnering that something uniquely different was needed to successfully launch it. Otto Schnering placed 12-bar cartons, free of charge, in 89 stores in Kankakee, Illinois. Each store owner was permitted to keep the full 60 cents from the sales of the 12 bars. The only request made of him was that he permit the Baby Ruth salesman to place a sign in the storeowner's window saying, "Try a Baby Ruth." Similar market tests followed in South Bend, Indiana, and other Midwest cities. Some 156,000 free candy bars were distributed in Chicago stores alone.

The Curtiss Candy Company, after the famous "Baby Ruth Airplane Drops by Parachutes," had a fleet of a 26-plane aerial circus that appeared at major air races, state fairs, and special events around the country. During a period of pioneer runs of transcontinental air mail and Lindbergh's dramatic nonstop flight to Paris, the Curtiss promotions were giving many people around the nation their first glimpse of an airplane. One of the Baby Ruth planes, in 1934, took part in a then renowned air race from London, England, to Melbourne, Australia. The smallest craft in the race, it failed to finish. But it nonetheless won many new friends for the Baby Ruth candy bar.

Schnering sponsored many other organizations and outfits. One was a famous Scottish Kiltie Band that toured. A Baby Ruth speedboat won several major regattas. And A Curtiss-sponsored girls' basketball team won national recognition with its winning record.

There was the Curtiss Six-Pony Hitch, appearing at fairs and shows, at school programs, civic events, and store openings. The act was so popular that Curtiss, at one time, had six different units touring the country.

In the area of radio broadcasting Curtiss had a number of firsts. It was the first to sponsor a network radio program. The program featured Guy Lombardo and his orchestra.

Four years after the 1929 stock market crash, Otto Schnering introduced what has become known in American industry as a "marketing miracle" -- a wrapped, one-ounce candy bar that sold for a penny. A help-wanted ad appeared in The Chicago Tribune on August 21, 1933, seeking 1,500 additional employees at a time when bread and soup lines were forming in ever-increasing numbers. This enabled Schnering to successfully market the penny bar and established much-needed jobs. It was also the big push that got American kids really established in the Halloween Trick or Treat routine.

Otto Schnering established The Curtiss Candy Company Farm Division in Cary, Illinois. He maintained a personal interest and direction in "The Farm." It was the only livestock establishment in history up to that time to carry on a successful breeding program involving

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all five major breeds of dairy cattle, two breeds of beef cattle, and a breed of dual purposes, as well as operating the world's largest Yorkshire hog farm for the times. Representative animals of the Curtiss Candy herds amassed a total of 500 championships and more than 1,200 Blue Ribbons in major competition throughout the United States. Curtiss Candy Company's artificial breeding organization, within three years of its founding in 1949, became the largest single artificial breeding unit in the United States.

Schnering took out many full page ags in full color for his Curtiss Candy Company Farms, and extolled the virtues of fine milk produced from his cows, and obviously used in the making of Baby Ruth candy bars.

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EDITORIAL - JUST THE FACTS, MA'AM

When I was a kid growing up in the United States in the late 1920s, I had just come over from Germany with my mother. My father had arrived a year earlier, had gotten a job, and had saved enough money to send for his family.

I remember that times were tough. We had practically no money, and were learning English. My father believed that America was indeed the Land of Liberty, and the sooner we all got to speak the language the better.

My earliest recollection of a good time was one Christmas when my mother splurged and got a big Nestlé chocolate bar for a Christmas treat. My dad, mom, and myself, pigged out that Christmas. Candy was something special. Especially during hard times.

And as a kid of eight I remember getting a spare penny now and then that I could spend all by myself. What to buy? Usually the 1¢ Baby Ruth candy bar won out, unless that penny went for a pack of Goudy Big League Gum - the pack contained a Big League Baseball card and a yucky slab of Goudy gum that, if I remember correctly, tasted pretty much like wintergreen-flavored shoe leather. And sometimes I even had an extra penny to splurge on caramel bullseyes or Walnettos. Candy was something special.

Then I remember being in service in the U.S. Air Force during World War II. Whenever I got a remembrance of home, it generally was a candy bar or a sweet of some sort that made my day. Even the "chocolate" in K rations tasted great. Candy was something special.

So what did I learn over the years? Candy was something special. It was something to be appreciated, not abused.

Now I know that almost everything eaten is capable of causing cavities unless the teeth are properly cared for. And I also know that there are some foods that do help prevent cavities. Most researchers agree that peanuts and certain cheeses can protect against cavities. And some dental experts, according to Marian Burros, a food writer for The New York Times, would add chocolate to that list. But there is disagreement among the experts on this one.

In any case, I'll continue to eat what I like in moderation, candy bars included. And I'll floss and brush whenever I can after eating anything.

Candy bars are something special. Really they are. They are made to be eaten and appreciated.

So let's hear it for the candy bar.

Hip, hip, hurrah!

GHANA

Ghana, on the West Coast of Africa, was ruled by the British for 113 years when it was known as Gold Coast. Status as a republic was attained in 1960. Ghana is one of the largest producers of cacao in the world. And the chocolate produced from its beans is considered by many to be among the finest in the world.

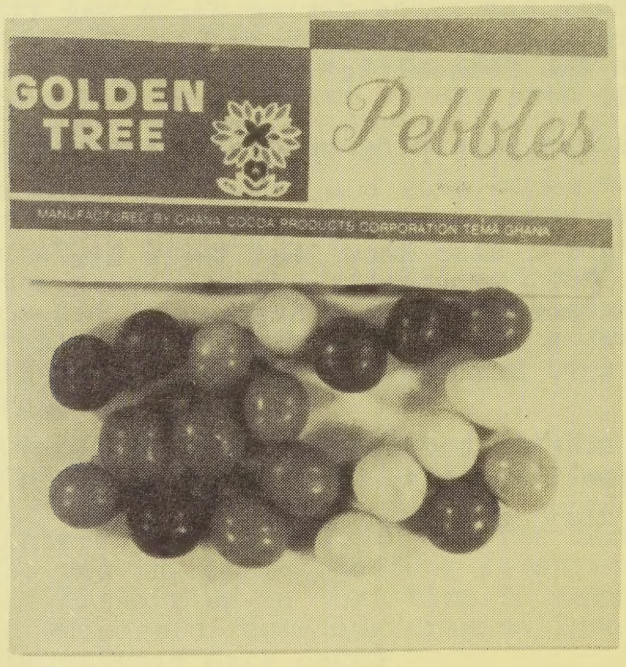
One of Belgium's finest chocolate manufacturers, Cote d'Or, got its chocolate from the Gold Coast. A stamp from that country depicted an elephant in front of an Egyptian pyramid. And that stamp inspired one of the owners of Cote d'Or to use that elephant and the pyramid as logos on all Cote d'Or products. Only in the last few years has that logo become modernized and the pyramid has disappeared, with only the elephant remaining.

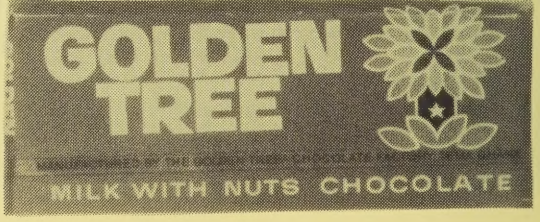
Tracy Asomaning and her husband, David, of Middletown, Connecticut, recently took a trip to Ghana. David had grown up there as a boy, and his father had been Director of the Cocoa Institute of Ghana. While a youngster, David remembered that his favorite chocolate bars were Cadbury bars brought in from England. He also liked to eat the raw pulp of fresh cocoa pods, which tasted somewhat like that of the nectarine. It was, and still is, a favorite of children in Ghana.

Ghana Cocoa Products Corporation (Golden Tree label)puts out the main bars sold in Ghana. The Golden Tree Pebbles packet of candy coated chocolate pieces the size of marbles are quite good. The Golden Tree Milk Chocolate bar is a rather dry, but a nice milk chocolate.

Golden Tree products are produced in Tema, Ghana, located on the coast not too far from Accra, the capital. Golden Tree Lemon Flavoured chocolate has a pronounced lemon flavor that comes through the chocolate. The effect is most pleasing, and the chocolate is quite tasty.

Golden Tree has pretty much cornered the market in the Ghanian chocolate industry. Bars, for the most part, are available only in the cities. Chocolate is expensive and most Ghanians do not have a taste for it. Most of the cocoa beans produced are shipped to Ivory Coast for processing. But cocoa drinks are popular in Ghana. The big names in cocoa there are Cadbury, Nestlé, and Ovaltine. (concluded next page)





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Some other Golden Tree products are the Milk Chocolate with nuts and the Nut Milk Chocolate bar. Bars with nuts are mainly made with peanuts, called ground nuts in Ghana. The Golden Tree Mocca Chocolate bar has a strong coffee flavor and is a somewhat dry chocolate. Very little cocoa butter is used in Ghanian bars because of the heat factor in that country.

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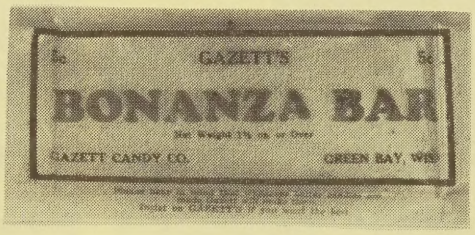
GAZETT OF GREEN BAY, WISCONSIN

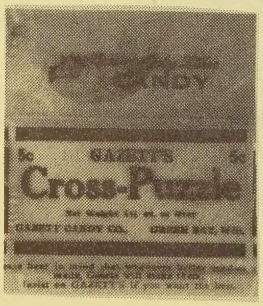
What's the smallest city in the world to have a professional football team? Correct, Green Bay, Wisconsin. And Green Bay also was the home for an old candy company, Gazett Candy Company. George Gazett (1870-1959) formed the company in 1906 in Green Bay. Prior to that Mr. Gazett learned the art of candy making at the age of 13 in St. Cloud, Minnesota. At 18 he went to Denver, Colorado, where he became superintendent of the Hewitt Candy Company.

Four years later he arrived in Green Bay where he became manager of the Annen Candy Company. He later formed a partnership known as the Brenner-Gazett Candy Company before striking out on his own.

Some of the popular bars made by Gazett over the years before it went out of business in the mid-1930s were the Beaumont Lunch, the Hinky Dink, the Baby Dink, Cross-Puzzle, Bonanza bar, and the Peanut Fritter. (Wrappers are from the Wartner collection.)

Everybody Likes
CANDY
HINKY DINK
5¢
Net Weight 3 oz. or Over
Please bear in mind that whenever better candies are made, Gazett will make them. Insist on GAZETT'S if you want the best.





TRIP TO DOWN UNDER

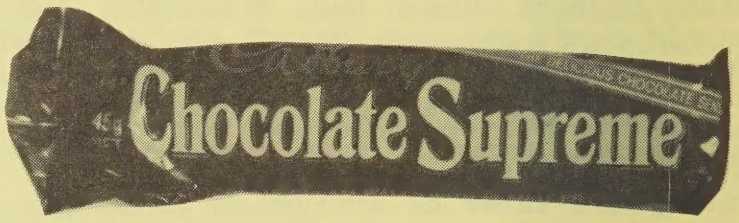
Joyce McCarthy, Manchester, Massachusetts, and friends recently brought back a collection of candy bars from Australia. Some of the Cadbury bars (not shown on the Cadbury article is this issue of Gazebo) were the Top Deck bar, a combo bar which has Cadbury white on top of Cadbury milk chocolate (very tasty), and the Chocolate Supreme bar, a chocolate cream wafer bar with peanut pieces - again, quite tasty.

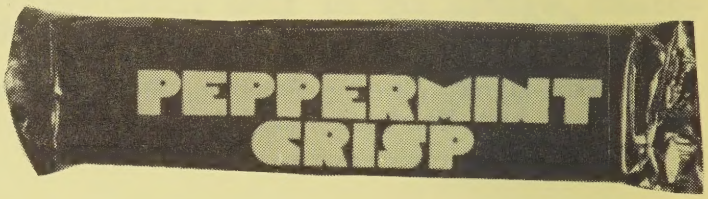
An excellent tasting bar is the Pacific Gold Macadamia Chocolate bar made by Macadamia Plantations of Australia. The bar uses Van Houten milk chocolate and Australian Macadamia nuts.

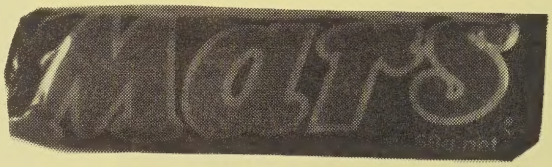
From Rowntree comes the familiar Kit Kat bar and the Peppermint Crisp bar, both very good items. The latter bar is made of peppermint cracknel covered with milk chocolate.

Mars Confectionery of Australia pretty much follows the pattern set by its British parent. The Mars Bar is similar to the American Milky Way, and the Australian Milky Way bar is similar to the American 3 Musketeers bar.

Made by Life Savers (Australasia) Limited, is the Milky Bar by Nestlé, a white chocolate (cocoa butter) bar that is rich tasting.







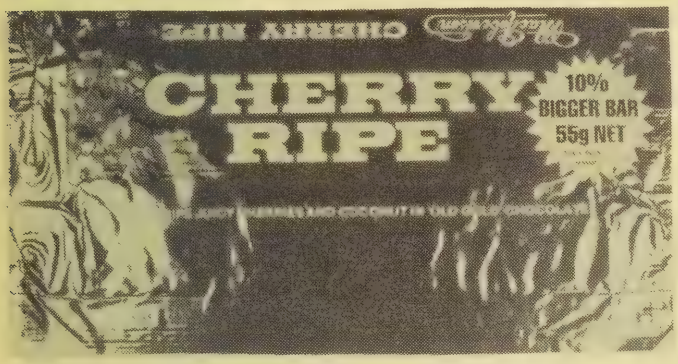
CADBURY, AUSTRALIA

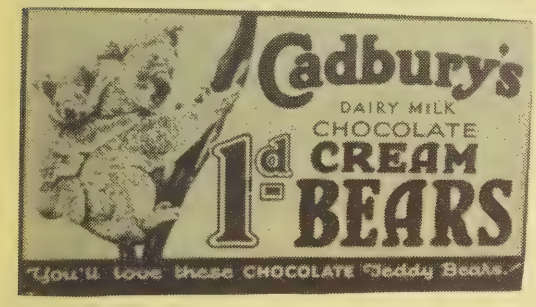
Cadbury Schweppes was incorporated in 1971 as the holding company for the merger of Cadbury Fry Pascall Australia Limited, and Schweppes Ltd. of Australia. Cadbury is the confectionery division of that company.

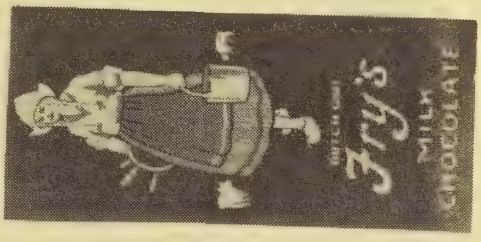
Cadbury took over the MacRobertson Confectionery Company that was founded in 1916 in Melbourne. The takeover year was 1967. MacRobertson lines such as Cherry Ripe and Freddo Frog have become a tradition in Australia with children over the years and consequently are a part of the present Cadbury line.

Two major factories are in operation, one is at Ringwood near Melbourne. The other is at Claremont, near Hobart (Tasmania). The Claremont factory was opened in 1921 following the 1918 merger of Cadbury and Fry U.K. They were joined in the venture by James Pascall Limited.

Numerous new products were introduced in 1985, among them being Apricot Buzz bar, and Premium Dark Chocolate Bar. Some other popular Cadbury bars in Australia are Old Jamaica, Muesli Munch, Furry Friends Milk Chocolate bars, and Cadbury Snack, a bar with six different flavored center sections.







GREECE

Confectionery goods have been produced in Greece for a long time, but it has only been in recent years that Greek chocolate has really begun to emerge from the woodwork. Today it is quite good by both American and European standards.

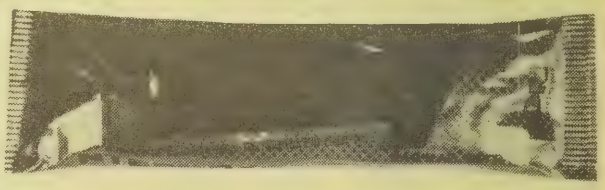
Ion has two factories in Greece, one in Neo Faliro, within the greater Athens area, and the second in Arta, in northwest Greece. Ion is the largest confectioner in Greece, and produces a number of bar products.

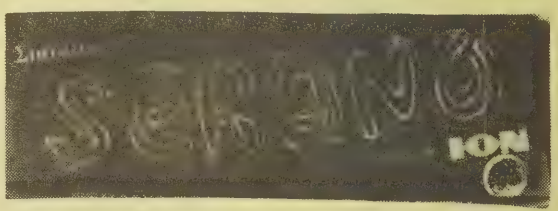
About 1,200 people are employed for production, manufacturing, and sales. Bar products come out under the Ion label on the wrappers. Nougata Pralita and Serano are two bars. Several chocolate-covered wafer bars are also produced, Africa, and Choco-Wafer. A Sanita bar is a bittersweet chocolate bar with almonds.

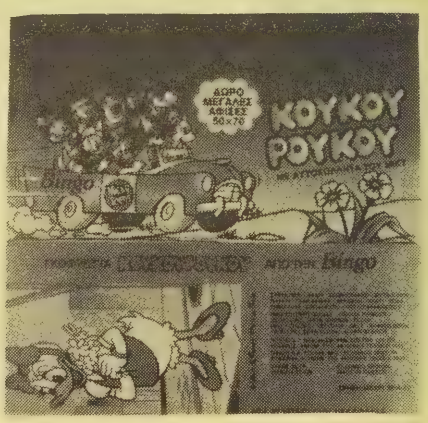
Several of the fine Ion milk chocolate bars contain almonds or hazelnuts. Derby, a crisped rice and coconut center bar that is chocolate enrobed is quite tasty.

Bingo A.E., is a Greek confectioner located in Athens. Bingo produces a Seranata bar. A Bingo chocolate-flavored cream wafer, and some chocolate bars on which Walt Disney characters romp are other Bingo products.

Paulides Chocolate Factory, S.A., also of Athens, produces the Crosta, a chocolate-filled wafer roll.







GOOD NEWS

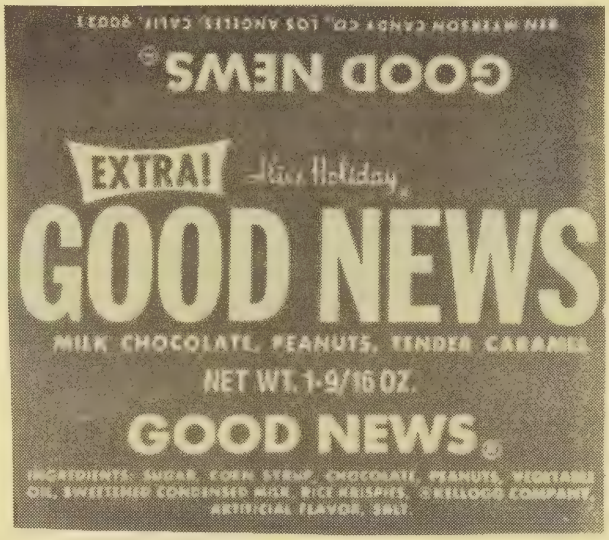
Ben Myerson joined the Hoffman Candy Company of Los Angeles in the early 1920s. And Hoffman and Myerson turned out much high quality candy while they were associates. In 1937 Myerson left to form his own company. An early trade name used by Myerson was that of Alice Holiday.

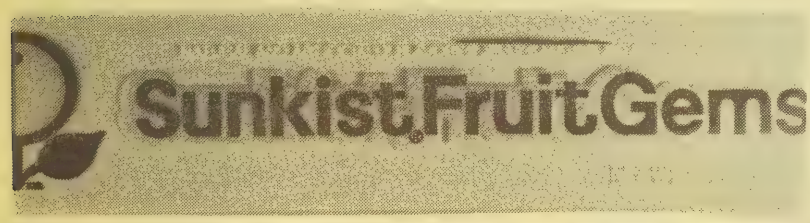
Sone of the Myerson candy bars manufactured in the 1930s through the 1950s included Cherry Tyme, Almond Candy Cup, My T Good, Betty Brite Almond, Betty Brite Brazil, Bettu Brite Pecan, Big Beaut, and Chocolate Nut Fudge.

The Christopher Candy Company was started in Los Angeles as a general retailer in 1897 . It into the candy bar business in the 1920s. Through the 1950s bars such as Cherry-O, Chocolate Fudge, Peanut Cluster, Chantilly, and Nougat were produced. The Christopher company eventually became a part of Myerson.

Myerson, under the Christopher label, now produces such bars as Big Cherry (1962), Chocolate Mint Patty (1964), Chocolate Almond (1964), and Peanut Cluster. Sunkist Fruit Gems were first produced in 1974, and in 1983 Irish Cream Mints came on the scene.

Under its own name, Myerson still produces the well-known West Coast candy bar, the Alice Holiday Good News bar, milk chocolate, peanuts, and caramel.





COMPANIES OF THE PAST

Jos. B. Funke Company

(Material for this article was obtained from clippings provided by Murphy Library, The University of Wisconsin, La Crosse Branch.)

A history of the Jos. B. Funke Company was prepared in 1925, author unknown. In the report it said that the company was started in 1880 when Joseph Funke came to La Crosse Wisconsin. He bought a half interest in the already established candy plant of Jacob Schreiber Confectionery.

In 1885 Funke bought out the interest of his partner and his two brothers joined him in the business. They were named Frank and William. And as early as 1887 the Funke Company was marketing a brand of chocolate creams, said to be the first to be manufactured of this kind in the Midwest.

The report also went on to say that the Funke Company was one of the first manufacturers in the country to introduce a line of both 10¢ and 5¢ candy bars. No names of these bars were mentioned which were supposed to have been introduced first in 1910. Sales of these early bars was basically around the La Crosse, Wisconsin,area, later spreadinng to the surrounding Midwest. Special brokers were situated in Chicago, New York City, and San Francisco, but sales in those areas were scarce, as were sales in southern and southwestern states. So although Funke tried to create the image of pretty much national sales that was far from the case. Most early companies in the start up phase of candy bar sales tried to create a big impression, so Funke was in good company.

In the mid 1920s a candy bar, Funke's 5¢ Malted Milk Crisp bar was offered to jobbers through the mail in case lots, 44 boxes to the case. The bars were shipped by railway freight, and one ad said, "...will not spoil in summer!" Since the bar was heavily coated in milk chocolate, chances are that shipments made during the hot days of summer often met with disaster rather than success. Refrigerated railway cars had not as yet been perfected, and confectioners coating hadn't as yet been invented, so long shipments suffered during periods of summer heat waves. Funke did make use of some of the larger railroad systems in the United States, and some of its candy bars were hawked by candy butchers for sale to passengers on the lines.

Funke even claimed sales in Boston, Massachusetts, almost 1,400 miles distant from La Crosse. One newspaper article carried this information - "The Students of Forum High School, Boston, are eating Funke's candy bars at the cafeteria. They are getting constant shipments."

The same article then went on to say, "Travelers in the Yellowstone Park and Glacier National Park find Funke's fine package candies on display and some of the hotels and cigar stands carry them."

Two hundred to 250 employees were at work in the factory at peak times, and business was fairly steady over the years. As was true of many of the confectioners of the early 1920s, many candy bars were made and carried to create a list to impress customers. Funke, along with Pearson of St. Paul, Minnesota, and Schuler of Winona, Minnesota, carried a very impressive price list of products. The February, 1920, Funke price list carried, among others, the following 10¢ and 5¢ candy bars - Milk Almond,Caramel Bar, Rummy Bar, Peanut Bar, Funke Nut Cream Bar, Texas Tommy (Made on the West Coast by the Cardinet Candy Company), Virginia Peanut Bar, Old Style Nut Bar, Big Jo Peanut Bar, Toast Carmallow Bar, Maple Nut Loaf, Cremo Fudge Walnut Bar, Lovit Hash, Mapo Bar, White Elephant Bar, Tipperary Bar, and the Nut Scotch Bar. (Cont. next page)

(Funke, concluded)

The guiding spirit behind the Funke Company, Joseph B. Funke, died in La Crosse in 1930. According to Robert Funke of La Crosse, the firm went bankrupt in 1932, and closed in 1933. According to Scott Stekel, researcher at the Murphy Library, an office listing for the Funke Candy Company remained in the La Crosse City Directory and La Crosse Phone Directory until 1956.

Shown below are the 5¢ version of the Nut Scotch bar in the late 1920s and early 1930s. Also shown is a jobbers wanted ad for the Malted Milk Crisp bar. The wrapper for the Nut Scotch bar is from the Alan Bitterman collection. The jobbers ad is reprinted from Northwest Confectioner, courtesy of The Confectioner.

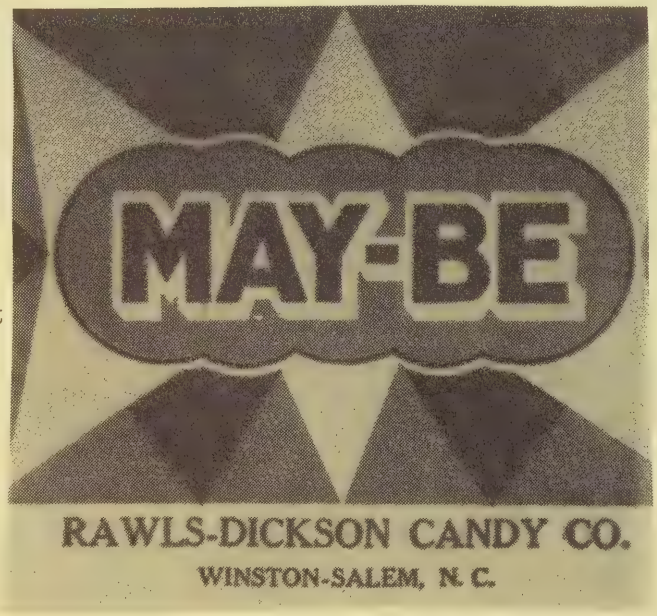
JOBBERS WANTED!
Many territories still open on this wonderful new 5c bar! An unusual opportunity for live jobbers
ACT NOW
send in this order today
And it will not spoil in Summer! Order Now!

****

RAWLS-DICKSON CANDY CO.

Right after World War I many candy companies started up in the South. But the hot southern weather wasn't the best on chocolate in candy bars.

One company was Rawls-Dickson Candy Company of Winston-Salem, North Carolina. It was listed in the city book, 1928-1946. From 1937 on through 1951 it was listed as Rawls Delicious Foods Co. After that, in 1952, Mr. Eben T. Rawls, president, was listed only as a candy broker from his home address. A bar made by that company in the late 1920s was the May Be Bar. (Wrapper from the collection of Alan Bitterman)



ELINE'S OF MILWAUKEE

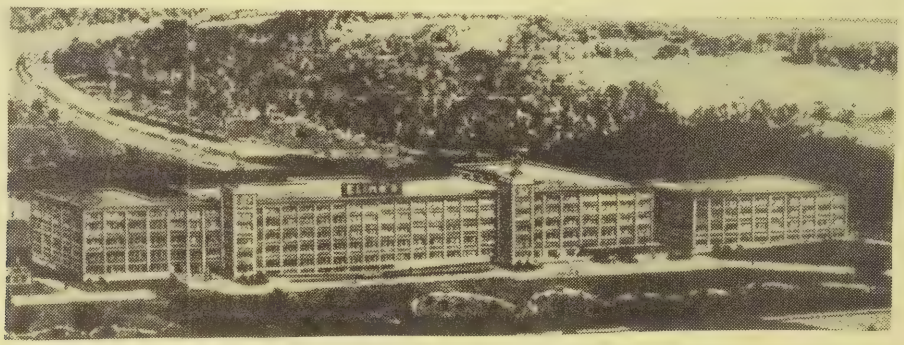
Exactly when Eline's of Milwaukee, Wisconsin, was conceived isn't known. But actual ground for the factory and other buildings was broken in November of 1919. Eline's was another of the chocolate companies that evolved because of World War I and the returning veterans who had been turned on by chocolate and candy bars during the war years.

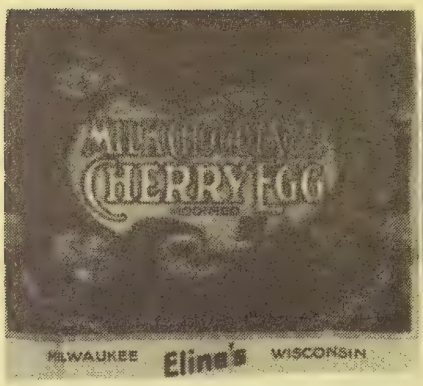
The grounds were in the country outside the city limits of Milwaukeee, so plenty of land was available for building. The Main Manufacturing Building was quite large for the times.

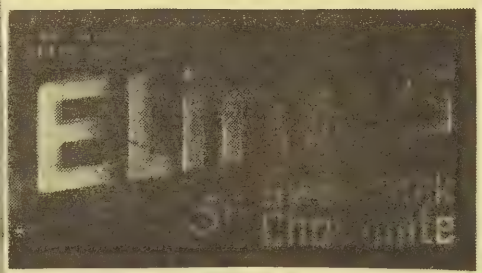
Numerous candies and candy bars were produced, and the production of chocolate bars and cocoa were an important branch of the business. One of the favorites that was featured in an early company brochure was the Eline's Sweet Milk Chocolate Bar.

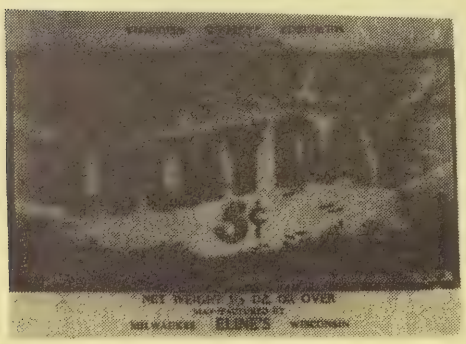
The company was probably dissolved during World War II. The property was then bought by the Schlitz Brewery in 1947.

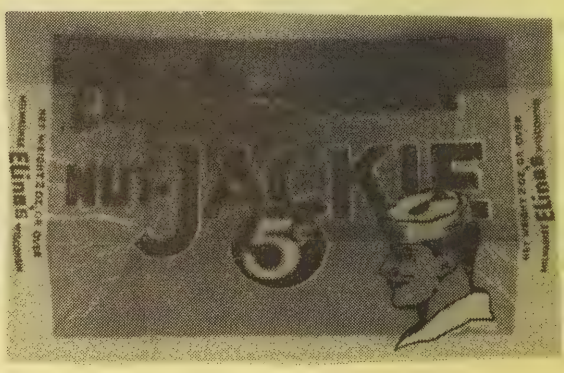
Some of the candy bars Eline's made were Nut-Jackie, Smarty, Chocolate Cherry Egg, and Lucky Day. The photo of the factory was taken from the booklet, "The Gate To Eline's," 1922, provided by the Milwaukee County Historical Society. Many of the wrappers are from the Wartner collection.





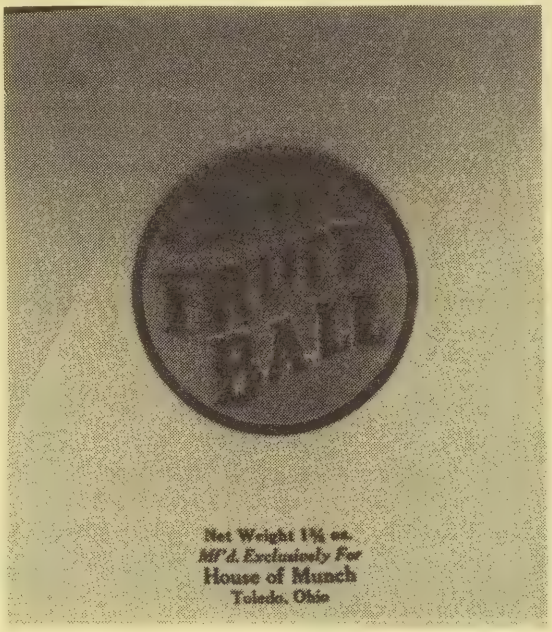






MUNCH, MUNCH, MUNCH

What a great name that was for a company that put out snacks, especially candy bars on which you could munch. Research on this company that put out the Fruit Ball candy bar that sold for 5¢ back in the 1930s led to the files of The Blade, published in Toledo, Ohio, where the company was located.



The business was founded in 1875 by Joseph Munch. Originally named for the Munch family, it included a restaurant, dry-goods store, and hotel, in addition to the beer and wine distributing business. It was in 1938 that Leo Munch, son of the founder, went into partnership with Max Treu and that is when the company assumed the name, Treu House of Munch.

During prohibition, when the Fruit Ball bar was being handled, the name carried on the wrapper of the candy bar was House of Munch, the popular name by which the company was then referred to. As far as is known the House of Munch did not have its own candy factory, but had someone else manufacture bars, handling only the sales.

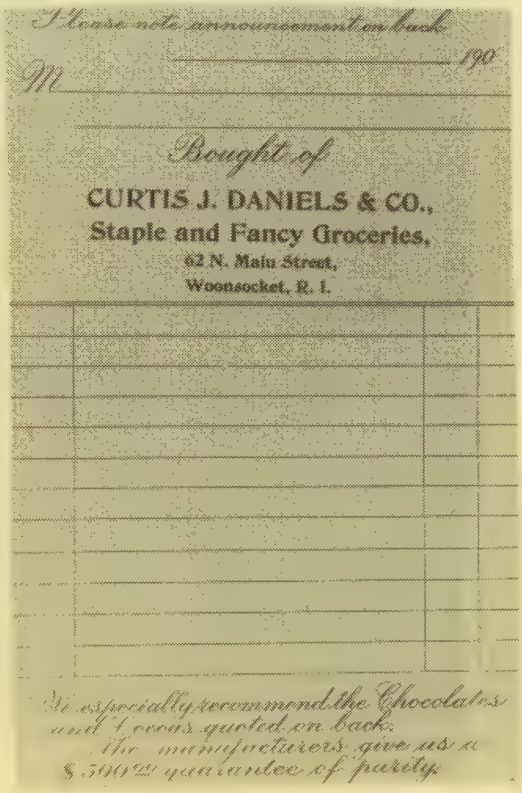
The company sold confectionery items twice in its existence - in the very early years, and then during Prohibition when the Government forced the firm out of its regular business at the time, the making of beer. Even though it got into other fields, over the 100 years or so of its existence, Treu House of Munch mainly sold the foamy brew, and lots of it!

***** ***** ***** *****

BLUE RIBBON BRAND

At the turn of the century the J.H. Barker & Co. of Brooklyn was turning out several kinds of eating chocolate in both canisters and in bar form called cakes that sold for 10¢ and 5¢.

The ad at left was imprinted on the backs of order forms of grocery stores such as Curtis J. Daniels & Co. of Woonsocket, Rhode Island.


Please note announcement on back.

M _____ 190

Bought of

CURTIS J. DANIELS & CO.,
Staple and Fancy Groceries,
62 N. Main Street,
Woonsocket, R. I.

We especially recommend the Chocolates and Cocoas quoted on back. The manufacturers give us a $ 500.00 guarantee of purity.

J.D.ROSZELL CANDY CO.

One of the early trademark infringement cases took place in the early 1920s when the George Williamson Candy Company of Chicago locked horns with the J.D. Roszell Candy Company of downstate Peoria, Illinois.

The Williamson Candy Company had copyright to the Oh Henry! name and objected to the Roszell name for its Oh Charley! bar. So the Roszell company had to change its bar's name to Our Charley. The Our Charley bar was a milk nut bar made of butter caramel at the center, coated with chocolate and crispy peanuts. So it was similar in composition to the Oh Henry! bar.

According to The Peoria Journal Star, the J.D. Roszell company was only around for 13 years as a confectioner, having started in 1916, and liquidated in 1929 whe the stock market crashed. The company made a number of bars such as Cherry Buds and its most illustrious bar, the Our Charley bar.

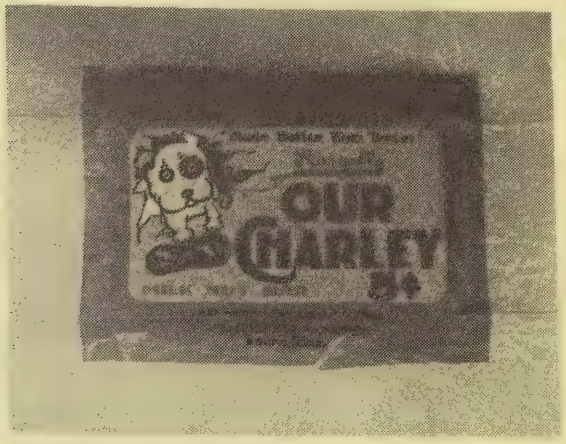
Back in 1977 eleven ladies in their 70s, 80s,and 90s, gathered for a 50th reunion as former shop girsl in the Roszell company. The firm, in its heyday, employed about 75 people, mostly women.

The workers could eat all they wanted to of the candy when they worked, and the ladies really enjoyed not only the work, but the eating of candy as they just sampled when they felt like it, never really pigging out to get sick.

It was piece work for many of the women, and they earned 1½¢ a box packing Our Charleys by hand. A Mildred Robinson by name, who went to work when she was 15, recalled that the highest you could get paid was 30¢ an hour. Days started at 8 in the morning and lasted until 6 at night, with a half hour off for lunch. The Journal Star noted that the exception for working hours was the Christmas season when work started at 7 in the morning to make for a long day.

The factory packed nearly a freight carload of candy a day. And the factory was kept cold to keep the chocolate from melting in the finished products. So the girls wore long aprons and were heavily bundled up in sweaters and galoshes to ward off the frosty conditions in the factory.

As is often the case when we think back to the past, the ladies remembered that the Our Charley bars seemed bigger back in those days, but in truth they weighed just two ounces, the going weight for candy bars of the times. (Wrapper from the collection of Aaron Wartner, ad from a 1920s issue of Northwest Confectioner, courtesy of Confectioner.)



All They Do Is
Follow Me
THE nickels I mean—and that's just what they should do, for I'm the most appetizing 5 cent bar that ever tickled a palate. Two big ounces of butter caramel center coated with delicious chocolate and crispy peanuts. A word to the wise—ask your jobber for samples and prices.
Sells for
5c
J. D. ROSZELL CO.
PEORIA, ILLINOIS
OUR CHARLEY
CHOCOLATE MILK NUT BAR

KEPPEL & RUOF

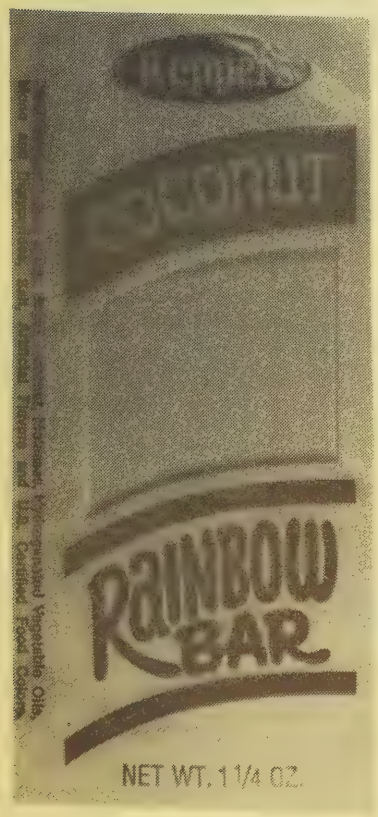
When Robert F. Keppel started in the confectionery business back in 1897, within a few years he became the most successful distributor for Hershey products in the Lancaster, Pennsylvania, area. In 1915 he incorporated with his brother, Richard, under the name of R.F. Keppel and Brother. And in 1931 the corporate name was changed to Keppel & Ruof, as Ruof was the second largest stockholder.

Keppel and Ruof did make some candy bars, and one that was around in the 1940s was the Big Shot candy bar. The bar weighed 1½ ounces and sold for 5¢. When Ruof died in 1944, Keppel purchased his stock and changed the corporate name to Keppel's Inc. The plant was always located in Lancaster.

Upon the death of Keppel Sr., in 1974, his son, Robert, took over the business. He operated the company a number of years before selling it in 1987 to a Bary B. Habbersett. At the time of the sale Keppel was making such items as the Rainbow Coconut bar, Whipped Marshmallow Twist, and various kinds of marshmallow bars such as chocolate coated marshmallow bars called Perky Bunny, etc.

It is not known whether nor not Habbersett is still in business. A letter addressed to him was returned by the post office at Lancaster as not being deliverable.

(Robert Keppel, Jr., and Lancaster Newspapers, Inc., supplied clippings and other information for this article.)



BARS, BARS, BARS, BARS

New from Willy Wonka Brands is Heart Breakers - heart-shaped jawbreakers that change colors and flavors.

Chocolate Noblia of North America, Walnut Creek, California, has two series of bars scheduled for the U.S.Market. Such bars as Rendez-vous Milk Chocolate with Hazelnuts and Finest French Milk Chocolate with Almonds are in the series. The Chocolat Noblia family started in the tiny village of Cambo les Bains, in the Basque region, foothills of southern France, in 1863. Twelve different bars make up the two series.

Falcon Candy, Philadelphia, PA, has a new 3 ounce Pecan Nougat bar that is quite tasty.

Leaf, Inc., Chicago, has out a series of 1/2 pound bags of different kinds of Whoppers Eggs, malted milk candy in egg-shape rather than in a ball shape. They are just as tasty, no matter what the shape.

From Germany, Heinz Grothe, GmbH., has produced an excellent marzipan piece, the Grothe Edel-Marzipan bar, covered with dark chocolate.
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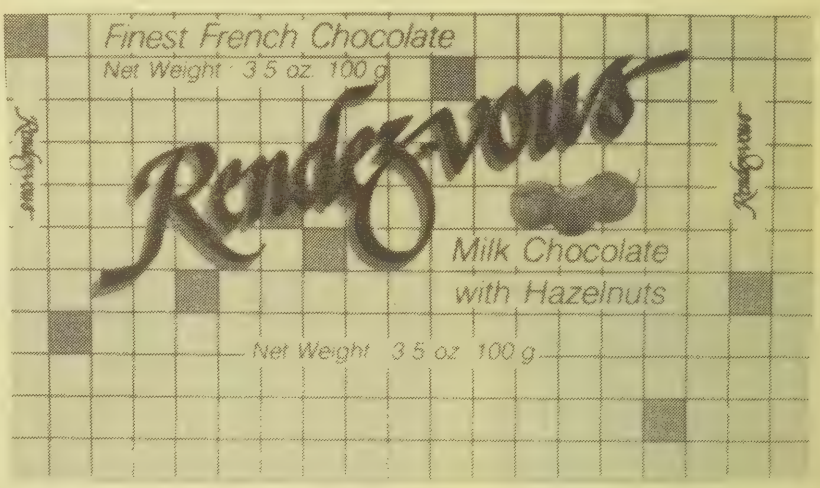

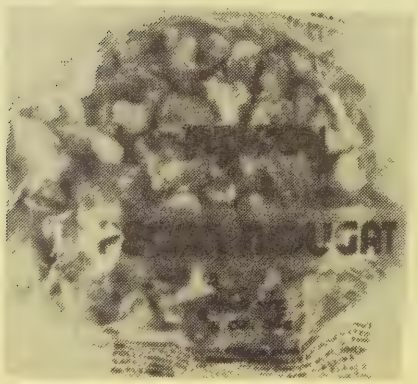

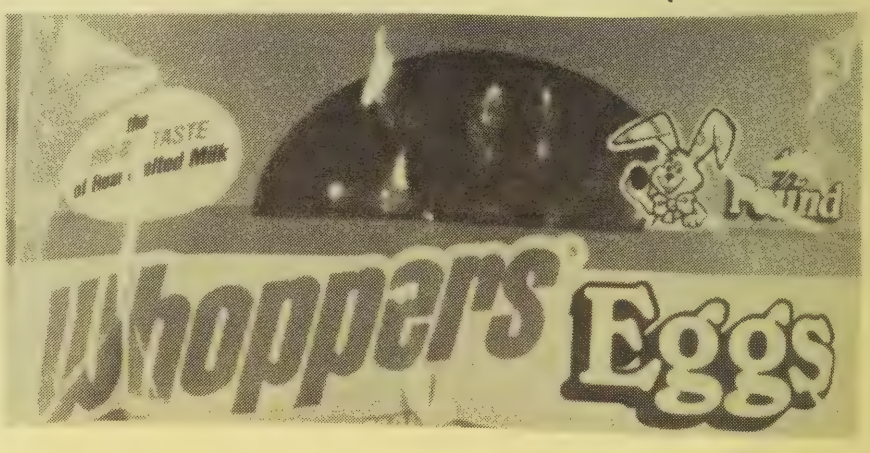

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Russell Stover now has a milk chocolate bar with almonds that comes out in a box and weighs 3 ounces.

Bounty, (M&M/Mars), now comes in a five-pack of 1 ounce bars, with dark or milk chocolate coating.

Test marketed in the U.S. (Des Moines) is the Choclairs chocolate wafer bar made in Finland by Fazer for the American Chicle Co. It's a very good tasting bar.

Wilbur Chocolate Co., Lititz, Pennsylvania, now has out a newly packed line of eight bars plus four "No Sugar Added" bars. The Wilbur Bud line has also been extended to include mint and "white" chocolate. Buds have been manufactured continuously since 1894. Mr. H.O. Wilbur developed a process in 1894 whereby he could "deposit" his specially blended and "Aged" chocolate into a unique solid shape that very much resembled a flower bud - hence the name. All the Wilbur products, taste-wise are in the excellent side.

Lindt of Switzerland has out its Dark Truffle bar for the U.S. gourmet market. This is a really fine tasting bar - a real taste experience.

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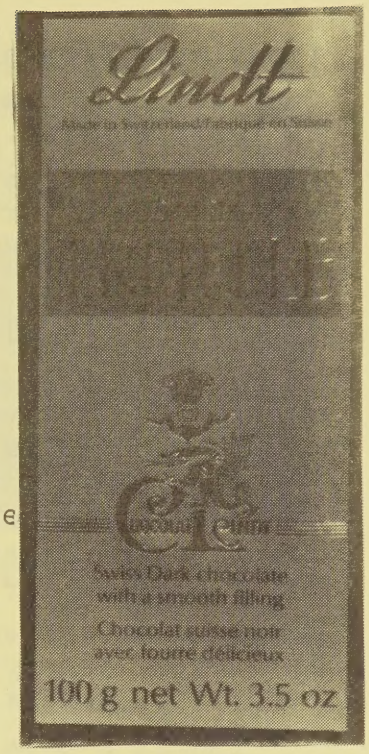

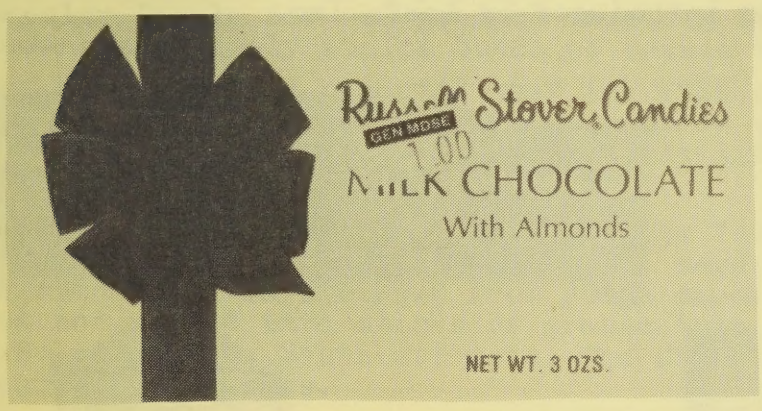

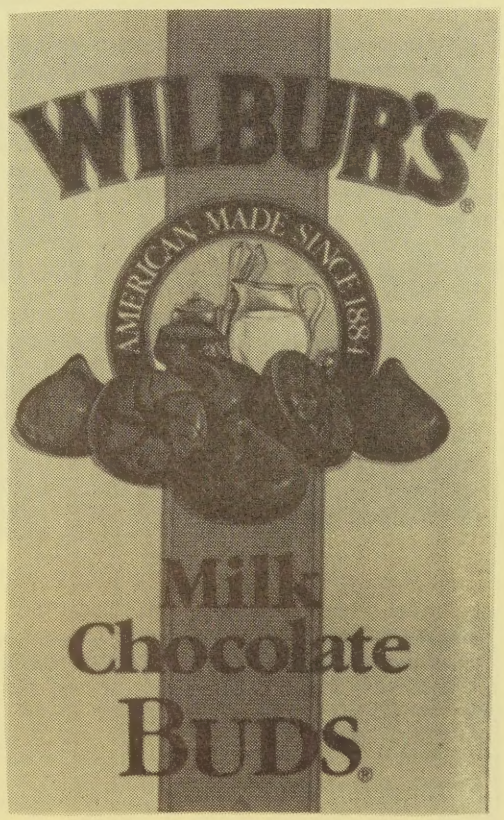

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Tart N'Tinys, has a presidential quiz on its boxes. And the candy inside is tasty as ever.

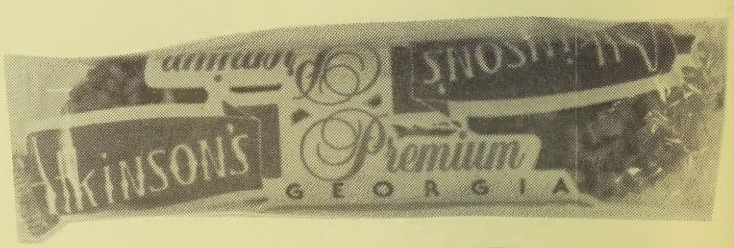
M&M/Mars Snickers King Size bar has come down in size. Back in 1985 it was a 4 ounce bar, but now is only 3.7 ounces. The wrapper carries a Peanuts Gang Merchandise offer.

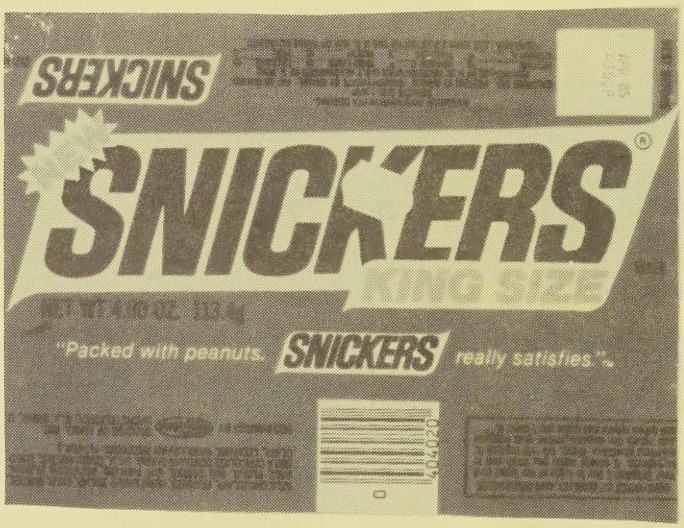
Atkinson's Pecan Candies, Garfield, Georgia, has a new 3 ounce Premium Pecan Roll on the market. It is quite good. Also new is the Gooberoll bar in which peanuts are substituted for pecans. Atkinson's got started in 1937, selling pecan pralines and divinity to travelers bound for Florida along U.S.Highways 301 and 17. Jack and Meryl Atkinson then decided to open a candy plant because of their success in selling their fine products. The company is still family owned and is still making candy the old-fashioned way, by hand.

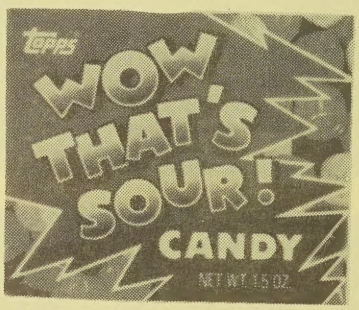
Sherwood Brands has out a new Elana Limited White Truffle bar made for it in Belgium for U.S.sale. The 1.6 ounce bar is good.

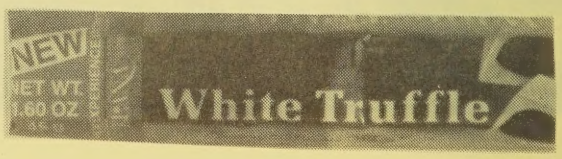
Topps seems to be getting back into the candy business. From its factory in Duryea, Pennsylvania, comes Wow That's Sour! candy. Topps used to make candy bars before it went full force into the bubble gum and baseball card business.

Clark P.B.Crunchers candy is being introduced by Leaf, Inc.









NEWS TADBITS

The humorist author, Lewis Grizzard, writes some really great stuff. In his recent paperback, When My Love Returns from the Ladies Room, Will I Be Too Old To Care?, he reminisces about growing up in Moreland, Georgia. "We walked down to the building that used to be Cureton and Cole's store, where we met each afternoon after school and drank big orange bellywashers and ate Zagnut candy bars."

Standard Candy Company, makers of Goo Goo Cluster and Goo Goo Supreme, announced sponsorship of the 1988 NASCAR Busch Grand National Championship team of Tommy Ellis and J & N Racing for the 1989 season. Standard is new to the stock car racing world as a sponsor.

American Chicle Division of Warner-Lambert is really doing well with its line of rejuvenated gums - Beemans, Clove, and Black Jack. They were marketed this spring for two months in addition to the two months they are on the market in the fall.

Des Moines, Iowa, seems to be the most popular locale for random sample market research by telephone in the United States. It is also a rather popular locale for new product sampling by manufacturers. Why is that so? Iowans are really a nice bunch of people who have good taste.

The Boston Herald reported that the 1988 crop of almonds, primarily grown in California, was 660 million pounds of shelled nuts. This very popular nutmeat is the fruit kernel of a peach-like tree native to the Mediterranean basin betwixt Europe/Africa.

Cinnamon is the bark of a shrub of the "cinnamomun" family and is one of the few spices not obtained from the seeds, flowers, or fruits of a plant. Cinnamon bark is stripped from young shoots of the shrub and either dried, cut and rolled into sticks or ground into powder. Most cinnamon used in the U.S. comes from Southeast Asia. The Chinese have been using cinnamon for nearly 5,000 years.

The New York Times reported that the Wm. Wrigley Jr. Company, the world's largest gum producer, has signed an agreement with a company in Redwood City, California, to develop a chewing gum that allows the flavor oils in the gum to be released only when the gum is chewed. This, hopefully, will keep a flavorful chew going up to 10 minutes more than the 10 to 12 minutes of "chew" in today's gum.

Sandy Licht, Cudahy, California, reported that Walnettos will be delayed a bit on the marketplace. A reformulated Walnetto will now be produced at the Kraft plant for Walnettos. The plant is in Kendall, Indiana. Arte Johnson has already touched off the TV campaign with commercials being shown in California.

Candy Industry, March, 1989, carried a long article on Marabou of Sweden. This company was founded in 1916, and now claims approximately 34 percent of the Swedish confectionery market. More than 250 varieties of products from chewing gum to chocolate bars are among the products. Japp, one of Marabou's top sellers, replicates the United Kingdom's Mars bar under an old agreement made in 1946 with Mars of England.

The Manufacturing Confectioner, March, 1989, carried a long article on the Japanese confectionery industry. The top ranking company in sales in Japan is Meiji Seika. One of that company's top selling bars in Japan is the Body Choco Bar. American and European chocolate makers are gearing up

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The Wall Street Journal, March 29, carried an article titled, "Mars Struggles To Reclaim Candy Crown." Mars Inc. is in second place in the confectionery market with 18.5% of sales. Hershey Foods Corp is first with 20.8%. What is Mars doing about it? Rushing new products to the marketplace such as re-introducing Bounty, and new lines such as PB Max, a peanut butter candy, Suissande, a premium chocolate line for adults, and Balisto, a cereal bar first introduced in Germany in 1980.

Quick Topics, issued by the NCWA, reported that Phoenix Confections, Inc., Northbrook, Illinois, has signed a letter of intent with Leaf, Inc., to acquire Now & Later Taffy.

News, the newsletter from the National Confectioners Association, has a prediction that some form of government-mandated nutrition labeling will occur within the next three years. Over half the products in the confectionery industry are now voluntarily labeled already.

Goldenberg Candy Company, Philadelphia, after a fire severly damaged the plant last summer, announced that full producton of Peanut Chews and Chew-ets was to go into effect by late spring.

A reporter from a South Bend, Indiana, newspaper, called to ask if there ever had been a candy bar named Red Sails. There sure was - it came out in 1936, and was named after the 1936 song hit, "Red Sails in the Sunset."

In Harper's Magazine, May 1989, the Harper's Index column carried the following item: Rank of Salt Lake City, among all U.S. Cities, in per capita consumption of Cracker Jack: 1.

The Boston Globe, April 19, carried an article on the food fads of the Boston Celtics pro basketball team. The article said that guard Brian Shaw wolfed down Milky Way and 3 Musketeers bars.

William Hagman, Jr., of the Hagman Corporation, Pittsburg, Kansas, points out that in the last issue of Gazebo there was a typo - IXX/Accutracks is really ICC/Accutracks. The typewriter apologizes in bended carriage.

The Wall Street Journal, April 27, carried a short account of the annual meeting of the Hershey Foods Corp. annual meeting. One of the questions asked was, "Why had Hershey removed the almonds from the top of 5th Avenue candy bars?" The same question was raised in the Spring issue of Gazebo. Hershey chairman, Richard Zimmerman, was quick to point out that the almonds would not be removed from the top of Almond Joy candy bars, a recent Hershey acquisition.

In cleaning out old duplicate wrappers from the Gazebo file, they are offered for sale at reasonable prices. One batch of wrappers consists of 1920s, mint to excellent condition; wrappers from the Williamson Candy Company of Chicago. List prices for each wrapper is $10. But for this special offer each wrapper is only $5. Three different wrappers are offered for only $10. And all five wrappers are available for only $15. The wrappers are for the Copy bar, Oh Oh bar, Long Distance bar, That's Mine bar, and Big Alarm bar. Write Gazebo right now if you are interested in the offers.